

**STATION KMXA-AM HAS ASCERTAINED THAT THE FOLLOWING
ISSUES ARE MATTERS OF CONCERN TO THE COMMUNITY IT
SERVES:**

- 1. HEALTH CARE**
- 2. IMMIGRATION REFORM**
- 3. PUBLIC SAFETY**
- 4. LOCAL AND NATIONAL ECONOMY**
- 5. LOCAL POLITICS AND GOVERNMENT**
- 6. ROLE OF LATINOS IN THE COMMUNITY**

ISSUE: HEALTH CARE

The Clear the Air Foundation was founded with to assist in clearing the air in Colorado by reducing the emissions from old/improperly maintained vehicles on the road.

Program: 60 Second PSA "Clear the Air"

When: April 1, 2015 - May 31, 2015

Description of Program: Founded by Colorado Automobile Dealers Association and its members in 2007, Clear the Air Foundation strives to effectively lessen the amount of pollution emitted by old or not properly maintained vehicles on Colorado's roads. The Clear the Air Foundation supports charities that are dedicated to helping Colorado's citizens who suffer from environment-related health issues such as asthma and breathing disorders. Incorporated under the laws of the State of Colorado, the Clear the Air Foundation is a corporation for charitable purposes 501(c)(3) and not for financial profit

Campaign to Encourage the Uninsured to Sign Up for Health Coverage under the Affordable Care Act

Program: 60 Second PSA "Fish"

When: January 1, 2015 - March 31, 2015

Description of Program: Today Enroll America partnered with the Ad Council to launch "Take Care, People," a national multimedia public service advertising (PSA) campaign that will raise awareness, educate, and motivate uninsured Americans to get health insurance for themselves and their families under the Affordable Care Act, or ACA. The PSAs use pets as the unlikely spokespeople to break through the clutter with an action-oriented message: It's time for people to take care of themselves. Pets, including dogs, cats, birds and fish, encourage their people to enroll in health insurance for themselves and their families.

The campaign focuses on reaching uninsured young women ages 18-34. Research shows many of these young women lack awareness of the new options for insurance, are interested in learning more, and are more likely than men to do research, enroll, encourage others, and spread the word. The campaign will target Hispanic women and is being communicated in English and Spanish.

Update on Obamacare coverage and fines, as well as the coverage of Medicaid and Medicare

Program: Perspectiva Nacional (Segment #2, 8:00)

When: May 3rd, 2015 **7:30am**

Description of Program: We catch up with the changes and new rules under government medical insurance. Mayra Alvarez, one of the top Hispanic officials in the federal Department of Health, warns our viewers on the fines that will go in effect for those who aren't enrolled under Obamacare, and also explains the coverage of Medicaid and Medicare, as well as the benefits of community health centers for undocumented immigrants.

Alzheimer disease awareness: resources available for the Latino community

Program: Perspectiva Nacional (Segment #3, 5:59)

When: May 31st, 2015 **7:30am**

Description of Program: We talk about a disease that is ravaging the elderly community in the country and among the Latinos: Alzheimer's. Since the month of June is dedicated to raising awareness of the issue, particularly on the needs of the family circle serving these patients, Dr. Yanira Cruz, from the National Hispanic Council on Aging (NHCOA), talks about the challenges of language, the economic resources and the laws needed to offer more services to the Latino community.

ISSUE: IMMIGRATION REFORM

Immigration experts provide answers to legal questions from our viewers

Program: Perspectiva Nacional (Full Show. Segment times: Segment #1: 9:01; Segment #2: 7:58; Segment #3: 5:59; Segment #4: 00:50)

When: April 5th, **7:30am**

Description of Program: Attorneys José Pertierra and Julia Toro join us in the show, to discuss the latest on the court appeal of the Executive Order on Immigration. They also provide legal advice and answers to immigration questions from our audience.

Follow up on the Appeals Case for the Executive Order lawsuit

Program: Perspectiva Nacional (Segment #2: 8:00)

When: April 12th, 2015 **7:30am**

Description of Program: A hearing will be held on April 17 at the Appeals Court in New Orleans, Louisiana, on the 26-state lawsuit against the immigration executive order issued by President Obama last November. It could determine the future of millions of immigrants in the country, which would benefit from the temporary immigration relief. Ben Monterroso, Executive Director of Mi Familia Vota, and Lorella Praeli, representing the United We Dream organization, will join us in the show to tell us more on what this hearing means and what it will be the pro-immigrant organizations' actions are for that day, to continue supporting the executive order.

New federal citizenship campaign aimed to immigrants and refugees

Program: Perspectiva Nacional (Segment #3: 5:59)

When: April 19th, 2015 **7:30am**

Description of Program: Gustavo Torres, Executive Director of the organization CASA, is with us to explain what is the new White House and federal government campaign with immigrants and refugees, aimed to guide them towards the citizenship process as the future the executive order on immigration is defined in the courts.

The problem of Immigration detention centers for the U.S. government

Program: Perspectiva Nacional (Segment #1: 9:01)

When: May 17th, **7:30am**

Description of Program: With the increasing influx of immigrants, mostly from Central America, authorities have arrested and kept thousands of people, including children, in immigration detention centers. The problem is that these centers are overcrowded, in many cases because the laws themselves do not provide for rapid attention of the cases and requests for the undocumented. Organizations who safeguard their rights, point flagrant violations of constitutional and civil rights of immigrants, among other issues.

With this issue we begin our show this week, which we discuss with the immigration attorney Jose Pertierra, who also talks about cases of child abduction, based on the case of the teenager Alondra Diaz.

ISSUE: IMMIGRATION REFORM (continued)

Follow up on the Appeals Case for the Executive Order lawsuit

Program: Perspectiva Nacional (Segment #2: 8:02)

When: May 24th, 2015 **7:30am**

Description of Program: We also bring back to discussion the status of the executive action lawsuit against President Obama's immigration relief. Marielena Hincapié, Executive Director of the National Immigration Law Center, tells us where we are in the process and what will happen if this executive order is finally implemented, but there's a political and administration change in the White House in 2016. In addition, Felipe Benítez of Mi Familia Vota, talks about the national events that took place on May 19, the day that the deferred action program for parents (DAPA) should have started.

Follow up on the Appeals Case for the Executive Order lawsuit

Program: Perspectiva Nacional (Segment #2: 7:58)

When: June 7th, **7:30am**

Description of Program: Also, we Congressman Luis Gutierrez, Democrat of Illinois, joins us in the show to, along with Ben Monterroso, Executive Director of Mi Familia Vota, tell us where we are in terms of national actions to continue fighting for DACA and DAPA programs under the Presidential executive order.

3 year anniversary of DACA: Where do we stand today?

Program: Perspectiva Nacional (Segment #1: 9:00)

When: June 14, 2015 **7:30am**

Description of Program: Monday, June 15, 2015 marks the third anniversary of the Deferred Action for young immigrants, known as DACA. We start our show analyzing where we are in terms of the rights and benefits that Dreamers acquired through the program, how the fact that President Obama's immigration relief has been halted by the courts affects DACA and Dreamers and where do we stand for a long term solution for a broken immigration system, as it has been fought in order to have an Immigration Reform. Julieta Garibay, co-founder of United We Dream organization, as well as Dreamer and activist Hareth Andrade discuss the details.

ISSUE: PUBLIC SAFETY

National Click-it or Ticket campaign for seat belt enforcement.

Program: 30-Second PSA "Click-it or Ticket"

When: May 11th - May 31st, 2015

Description: When you're not wearing your seat belt, you're risking serious injury or death. And unlike a TV show or a movie, there's no rewinding and no do-overs. From May 18 through May 31 cops will be stepping up enforcement to crack down on motorists not wearing their seat belts. Why are cops enforcing seat belt laws? Because in real life, you don't get a second chance.

Awareness campaign that driving under the influence of drugs can be just as deadly as driving drunk.

Program: 30-Second PSA "Drugged Driving"

When: May 11th - May 31st, 2015

Description: Driving under the influence of any drugs is illegal and just as deadly and dangerous as driving drunk. If you drive impaired by drugs – even if they're legal drugs like prescriptions and marijuana – you can be arrested for DUI. Through *The Heat Is On* campaign, CDOT pairs impaired driving and DUI prevention education with heightened enforcement. In response to the recent legalization of recreational marijuana, CDOT launched a new education campaign on marijuana impaired driving. Marijuana affects reaction time, short-term memory, hand-eye coordination, concentration and perception of time and distance. Getting high and getting behind the wheel of a car will get you arrested for a DUI – this law hasn't changed with the legalization of marijuana in January 2014.

Information about Smoke-free Colorado and the dangers of smoking and second-hand smoke.

Program: 30-Second PSA "Colorado Sin Tobacco"

When: April 1st - April 30th, 2015

Description: Each year, 53,000 Americans who never smoked a cigarette, die from secondhand smoke. For every eight smokers tobacco kills, one nonsmoker dies with them.¹

Inhaling secondhand smoke puts 7,000 chemicals into a person's lungs. Of those, 250 are known to be toxic, including about 70 that are known to cause cancer. Secondhand smoke can trigger heart attacks in adults and can be devastating to children, causing sudden infant death syndrome (SIDS), respiratory problems and asthma attacks

ISSUE: PUBLIC SAFETY (continued)

Perscription Drug abuse awareness and prevention

Program: 30-Second PSA "Awareness"

When: April 1st - June 30, 2015

Description: Prescription drug misuse and abuse is a serious problem both nationally and here in Colorado. Each year, overdose deaths from opioid painkillers alone number approximately 17,000 nationally and 300 in Colorado. Such deaths are now more common than alcohol-related traffic fatalities. The Centers for Disease Control and Prevention (CDC) call prescription drug overdose deaths one of the four most serious epidemics facing the nation. As recently as 2010-2011, Colorado ranked #2 in the nation among young adults ages 12-24 for self-admitted, non-medical use of prescription painkillers. Through the site TakeMedsSeriously.org, people can obtain more information about the signs of prescription drug abuse and the safe use of prescription drugs.

Program: 30-Second PSA "Old Pills"

When: April 1st - June 30, 2015

Description: Learn about the options available to safely dispose of medications through the use of permanent collection boxes, Colorado's medication take back program and safe home disposal solutions. Through the site TakeMedsSeriously.org, people can obtain more information about the proper ways to dispose of prescription drugs.

The Denver Police Department shares a series of Safety and Prevention tips on how to can keep your home, personal items and business safe and prevent possible break ins and theft.

Program: 30-Second PSA "DPD - Burglaries"

When: April 1st - April 30th, 2015

Description: Information and tips from the Denver Police Department about keeping your home safe from potential burglaries including; keeping your house locked when you are away as well as when you are home and using deadbolt locks to secure your home. Use electric timers inside your home to turn on lights, T.V. or radios during your absence. Do not leave messages indicating that you are out of town on your mailbox, phone or answering machine and have mail and deliveries suspended when your away for long periods.

ISSUE: PUBLIC SAFETY (continued)

Program: 30-Second PSA "DPD - Business"

When: April 1st - April 30th, 2015

Description: The Business Watch Program is a partnership between the Denver Police Department and local business owners to increase the security of businesses and reduce crime in the community at large. Some tips for business owners include; make sure that security measures, such as lights, alarms, and security personnel, are not only in place but are clearly visible and activated. Keep all areas used by patrons well-lighted to deter criminal activity. Make sure that the main activities within your business can be clearly viewed from the street. Check the parking lot for good lighting and unobstructed views. Remember to change the computer security codes and door codes / combinations when an employee who had access to it is no longer employed by your business. Most importantly, if you are ever the victim of a robbery, comply. Give up your money or your merchandise—don't give up your life.

Program: 30-Second PSA "DPD - Lock your Bike"

When: April 1st - April 30th, 2015

Description: Always lock up your bicycles if they're kept outside or in a garage. Otherwise, keep them inside the house. Registering your bike is a great tool that aids officers in the recovery of stolen bikes and helps ensure the bicycle is returned to its rightful owner. You may also register your bike at any police station or COP Shop.

Program: 30-Second PSA "DPD - Valuables in Vehicle"

When: April 1st - April 30th, 2015

Description: The Denver Police Department provides tips to vehicle owners/drivers such as keeping your vehicle locked up at all times(even when parked in front of your home).Don't leave anything of value in the vehicle; take them with you or lock in the trunk. This is especially true for a purse, iPod, GPS, computer case, or money. Remove your garage door opener from your vehicle when parked in your driveway or on the street. It's important to keep a copy of your vehicle registration, license number and VIN on you in case your vehicle is vandalized or stolen.

ISSUE: PUBLIC SAFETY (continued)

FEMA and the Ad Council released new national radio and television public service announcements (PSAs) to inform the American people that the technology could already be found right at their fingertips called Wireless Emergency Alerts.

Program: 60-Second PSA "Wireless Emergency Alerts"

When: April 1st - May 10th, 2015

Description: Wireless Emergency Alerts are free messages sent by local public safety officials and the National Weather Service to warn about imminent danger, AMBER Alerts and national emergencies. The 90-character messages use one-way cell broadcast technology to send alerts even if other wireless voice and data services in the area are highly congested. The most important thing to know is: if you receive a wireless emergency alert on your cell phone, take the message seriously. Tune to local news media for further emergency details in your area, and take immediate action to keep safe. Severe weather is not limited to the coastlines; it can occur at any time and in any place. Since June 2012, more than 3,500 WEAs have been issued by the National Weather Service for severe weather.

The risk of the Islamic State on American soil

Program: Perspectiva Nacional (Segment #2: 8:02)

When: May 17, 2015 **7:30am**

Description of Program: We analyze the risk of the Islamic State on American soil. Not only after the fatal incident in Garland, Texas, but to the possible recruitment in the country through social media. Experts in international affairs Joseph Humire and Prof. Emilio Viano argue about it.

Presidential ban to military equipment by local police, to curb violent incidents between law enforcement officials and the community

Program: Perspectiva Nacional (Segment #1: 9:02)

When: May 24th, 2015 **7:30am**

Description of Program: President Obama's announced a ban to the purchase of military equipment by local police, in an attempt to address violent incidents between law enforcement officials and the community, as seen in Ferguson, Missouri and Baltimore, Maryland. In the show we will discuss whether this measure benefits the safety of the Latino community with Prof. Patricio Zamorano, an expert in political affairs, and J.D. Gordon, an expert on military affairs.

ISSUE: PUBLIC SAFETY (continued)

Climate change, global warming and its impact on our daily life and the 2016 elections

Program: Perspectiva Nacional (Segment #1: 8:58)

When: May 31st, 2015 **7:30am**

Description of Program: Floods in Texas and Oklahoma a week ago, left death and destruction in its wake. This, added to the severe drought plaguing California for four years now, and as hurricane season begins, makes us stop to think on the effects of climate change in the country: the impact on the economy, agriculture, urban planning and even the well-being of the Latino community as we near the 2016 elections. Environmentalist Javier Sierra, from The Sierra Club, and political analyst Patricio Zamorano, discuss the issue.

A legislative strategy for domestic violence and firearms

Program: Perspectiva Nacional (Segment #1: 8:58)

When: June 7th, 2015 **7:30am**

Description of Program: Democrats in Congress spent this week lobbying for reinforcing background checks on the sale of firearms, because of the close relationship between those and the increase in domestic violence victims killed by the use of different types of weapons. The issue of firearms nor domestic violence are new to the public discussion, however, why do they occupy the attention of legislators? That's what we discuss in our show with Dr. Claudia Campos, clinical psychologist, and Jennifer Molina, analyst from the Center for American Progress.

More cases of abuse of force by local police and racial profiling

Program: Perspectiva Nacional (Segment #2: 7:59)

When: June 14th, 2015 **7:30am**

Description of Program: The issue of police abuse of force and racial profiling is once again under public scrutiny, after a violent incident in Texas last weekend. We invited representative for that state, Democrat Henry Cuellar, to tell us what is being done in Congress to address police brutality and racial profiling, which increasingly continue to occur throughout the country.

ISSUE: PUBLIC SAFETY (continued)

Farmers from across the country demand more protections against pesticides

Program: Perspectiva Nacional (Segment #3: 5:54)

When: June 21st, 2015 **7:30am**

Description of Program: Farmers from across the country are making claims to Congress and the government, in order to adopt stricter laws in the use of agricultural pesticides and to have more bilingual information available for Latino immigrant workers, so they can follow protection measures against toxic chemicals. Amelia Ceja, a former peasant and today wine businesswoman in Napa, California, explains what they are the group's demands.

ISSUE: LOCAL AND NATIONAL ECONOMY

Interview with Secretary of Labor on employment and benefits for workers

Program: Perspectiva Nacional (Segment #3: 5:58)

When: May 3rd, 2015 **7:30am**

Description of Program: Secretary of Labor, Thomas Perez, one of the few Latinos serving in the cabinet of the Obama Administration, joins us on the show. We discuss with him the employment situation in the country, employee benefits available for workers, such as paid leave, safety protections, job training, among others.

Changes to global economy and its impact to the Latino community and Latin America

Program: Perspectiva Nacional (Segment #2: 8:00)

When: June 28, 2015 **7:30am**

Description of Program: We take a glance to global economy, with analysts Juan Carlos Hidalgo, Latin America expert at the CATO Institute, and the political scientist Patricio Zamorano. They will explain the overall impact of the new trans-Pacific trade agreement in which the United States plays a leading role, and how this would benefit Latino consumers. They also explain the economic crisis in Greece, its consequences for the European Union and whether it will have negative effects on the dollar, the inflation and the global economy.

ISSUE: LOCAL POLITICS AND GOVERNMENT

The race to win the political nomination for the 2016 elections begins

Program: Perspectiva Nacional (Segment #1: 9:01)

When: April 12, 2015 **7:30am**

Description of Program: Another Republican just announced his aspiration to the Presidency: Rand Paul, Senator from Kentucky. Meanwhile, it appears that Jeb Bush, former Governor of Florida, and Marco Rubio, Senator of that same state, are next on the list. There's also expectation with the imminent announcement of Hillary Clinton for the same job under the Democratic ticket. We start this week's show discussing politics in this week's show with analysts Adolfo Franco and Melissa Diaz, Republican and Democrat, respectively.

Political analysis on aspiring presidential candidates and the first 100 days of the 114th Congress

Program: Perspectiva Nacional (Segments #1 and #2: 9:00, 7:59)

When: April 19, 2015 **7:30am**

Description of Program: We discuss several issues relevant to the community with our guests. First, Republican strategists Jose Fuentes Agostini and Alfonso Aguilar, join us in the show for an in-depth analysis of the Republican pre-candidates, who aspire to the presidency in 2016. We talk about Ted Cruz and Marco Rubio, two young politicians with Latin blood, also about Rand Paul and Jeb Bush. And last but not least, we include Hillary Clinton in the conversation, about whom our guests have plenty to say.

We also receive in our show the leader of the Democratic Caucus in the House of Representatives, Congressman Xavier Becerra, with whom we discussed the first 100 days of the 114th Congress, immigration and equal pay, the presidential pre-candidates and his possible bid for US Senate seat.

Political analysis on aspiring presidential candidates

Program: Perspectiva Nacional (Segment #2: 8:02)

When: May 31st, 2015 **7:30am**

Description of Program: We analyze the incursion of former Senator Rick Santorum and former governors of New York and Maryland, George Pataki and Martin O'Malley, respectively, to the race for the presidency in 2016. Analysts Alfonso Aguilar and José Dante Parra, conservative and Democrat, respectively, will offer us their perspectives during the show.

ISSUE: LOCAL POLITICS AND GOVERNMENT (continued)

Latino Elected and Appointed Officials and political presidential candidates

Program: Perspectiva Nacional (Segment #3: 6:00)

When: June 14th, 2015 **7:30am**

Description of Program: Laura Maristany, Director of Political and Legislative Affairs for NALEO (National Association of Latino Elected and Appointed Officials), discusses in the show why is it important for the community and the Latino public officials to hear what several presidential pre-candidates have to say during the organization's annual convention, that will be held next week in Las Vegas, Nevada.

Analysis of current affairs: transportation, right to vote and Immigration

Program: Perspectiva Nacional (Segment #2: 8:00)

When: June 21st, 2015 **7:30am**

Description of Program: Congressional Hispanic Caucus Chairwoman, California Democrat Linda Sanchez, joins us in the show to discuss the issues that occupy the agenda of this group in the Capitol. Among them, the national situation in the transportation system, the right to vote and immigration.

Political analysis on aspiring presidential candidates

Program: Perspectiva Nacional (Segment #1, 9:01)

When: June 28th, 2015 **7:30am**

Description of Program: Political analysis of the most recent news on the national perspective: racism, gun control and the White House political race. Political strategists Lorena Chambers and Judy Pino, Democrat and conservative respectively, will present their views on these issues, as well as interesting points of view regarding the possibility that a woman could become the first President of the United States.

ISSUE: ROLE OF LATINOS IN THE COMMUNITY

How Local Hispanics can aid the disaster relief effort in Nepal after the devastating earthquakes

Program: 60-Second PSA "Disaster Relief"

When: April 29th - June 30th, 2015

Description: In response to the devastation wrought by Saturday's earthquake and powerful aftershocks in Nepal, the Ad Council has joined the U.S. Agency for International Development's Center for International Disaster Information (USAID CIDI) to launch a series of television, print and digital public service advertisements (PSAs) encouraging Americans to make financial contributions to disaster relief efforts. The PSAs direct audiences to visit [CIDI.org/Nepal Relief](http://CIDI.org/NepalRelief), where they can contribute to support the short and long-term recovery operations, providing supplies and services to those affected by the earthquake

How Black Latinos are re-shaping the U.S. demographics

Program: Perspectiva Nacional (Segment #3, 6:01)

When: April 12th, 2015 **7:30am**

Description of Program: We discuss an interesting study published by the PEW Research Center, which puts on the the spotlight black immigrants of Hispanic origin. It shows a significant increase of this segment of the community, especially those from Dominican Republic, Mexico, Cuba and Panama. Mark Hugo Lopez, from the PEW Research Center, explains why these demographics are important and the impact it has on a social level for the country.

Equality marriages: the story of a Latino gay immigrant

Program: Perspectiva Nacional (Segment #1, 9:01)

When: May 3rd, 2015 **7:30am**

Description of Program: The Supreme Court began hearings this week to re-address the claims of same-sex marriages, who once more demand more rights and to be recognized in different states, sparking reactions in favor and against these unions. Felipe Sousa-Rodriguez, an activist in favor of same-sex marriages will be with us in the show to share his story, the impact of discrimination against the LGBT community and, last but not least, the additional complications that this community face when they are also undocumented immigrants.

ISSUE: ROLE OF LATINOS IN THE COMMUNITY (continued)

Pope Francis' visit to the U.S. and the canonization of Mother Teresa of Calcutta

Program: Perspectiva Nacional (Segment #3, 5:56)

When: May 24th, 2015 **7:30am**

Description of Program: Father José Eugenio Hoyos joins us in the show to talk about the great celebration for Catholics in Latin America with the beatification of Archbishop Oscar Romero. We also catch up with the preparations for the visit of Pope Francisco to the U.S. and the possible canonization of Mother Teresa of Calcutta.

Dreamers and Armed Forces: one Republican Congressman challenges his party to support their participation

Program: Perspectiva Nacional (Segment #3, 6:05)

When: June 7th, 2015 **7:30am**

Description of Program: Republican representative for Colorado, Mike Coffman, joins us in the show to explain to our audience why, despite his party's stance on immigration, he supports that Dreamers can become members of the US armed forces.

Analysis of the first year of Salvadorian President Salvador Sanchez Ceren

Program: Perspectiva Nacional (Segment #1, 9:01)

When: June 21st, 2015 **7:30am**

Description of Program: The Organization of American United States (OAS) convened this week in Washington, DC for its General Assembly, set a work plan under the leadership of the new Secretary General, Luis Almagro. The Minister of Foreign Affairs of El Salvador, Hugo Martinez, attended the meeting and joins us in the show to talk about the issues discussed by OAS country members, but also to talk about the first year of Salvador Sanchez Cerén as president of El Salvador.

ISSUE: ROLE OF LATINOS IN THE COMMUNITY (continued)

Mirror, mirror: parallels between the immigration situation between the Dominican Republic and Haiti, and the one in the U.S.

Program: Perspectiva Nacional (Segment #3, 6:02)

When: June 28, 2015 **7:30am**

Description of Program: The situation in the Dominican Republic is addressed: the government of President Danilo Medina enforces immigration measures, deporting thousands of undocumented Haitian nationals or those of Haitian descent, but born in Quisqueya. Maritza Vargas, Dominican union leader and AFL-CIO representative in that country, discusses us about this dramatic immigration situation, while Ricardo Ramirez, from the Center for Popular Democracy, makes a parallel between the situation with Dominicans and Haitians, and the one that we face today in the United States.